

Webinar suggestions for effective implementation of WWE and AFEP

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- Use the Obituary page of your local newspaper as advertisement space.
 - Or any space in your local newspaper, catering to your town's audience.
- Connect with your local Adult Learning Centers.
 - These organizations usually pay instructors as well.
- Depending on varying levels of ability in your WWE classes, think about incorporating Nordic walking.
- If charging a fee and using a sliding scale, advertise as charging a sliding scale fee, hopefully bringing folks in who might be detoured by the initial number via advertisement.
 - Work with your organization on a scholarship fund for those who simply cannot pay to attend classes.
- If there is space, try to have your WWE classes at a local mall when weather does not permit you to be outside.
 - Collaborate with management at the mall to ensure safety in the space.
- For large classes, try to use two instructors. This will help with aiding those that need more assistance, in making sure paperwork is done, and in facilitating a more effective class.
 - Some sites are using interns to aid in filling out forms and assembling the group before, during, and after class. Although these folks can't help with the instruction, they can be helpful in other ways.
 - In large classes, especially WWE, try to implement the "buddy system" when walking in large areas or with varying ability levels.
- Use incentives!!!!!!
 - Pencils to keep track of steps, minutes, etc. of walking per week.
 - Pedometers
 - You could use pedometers to encourage some friendly competition with your classes, to be logged when signing in.
 - www.incentives.afgear.org
- Create handouts from the workbooks regarding daily health education topics, so that participants can look them over and come back with questions the following week. Hopefully this will aid with keeping the presentations concise and helpful to the participants as well.
- Highlight the SOCIAL aspect the classes offer when marketing and advertising.
 - Encourage "bring a friend to class" day. If charging for classes, offer a free class when they bring a friend, who could also try it for free for a class.
- Use your local Senior Center, Retirement, or Assisted Living locations newsletters.
 - See if they could offer bus transportation for free to participants, if you are holding classes elsewhere.
 - If you are holding classes at a local Senior Center, try to schedule classes when those members are usually there, possibly shortly after lunch.
 - Place flyers or other advertisements on the lunch and/or dinner tables.
- Post weekly flyers around your facility with the intended topic for the health education discussions/presentations.
- Contact local physicians, educate them on the classes, ask for their help in referring their patients to your classes.
- Never underestimate the power of "word-of-mouth" advertising.
- If you can, incorporate soft, relaxing music that is appealing to your participant population.
- If you have classes scheduled for the morning and they haven't been successful, try rescheduling for the afternoon.
 - Feel free to contact participants who previously attended and get their feedback on best day of the week and time of day for classes, as well as what can be done to make the classes more attractive overall.
- Use your local grocery stores and pharmacies to hand out flyers advertising your classes.
- Use PowerPoints as a visual aid when going over exercises for AFEP and to highlight health education topics.
- Rethink your advertisement angle, possibly shift the focus to a pain management class involving gentle exercises and stretching.